

U.S. Army Central Family,

This past Monday, Honorable Francis J. Harvey, Secretary of the Army, announced the launching of the Army's new advertising campaign at the Association of the United States Army Annual Symposium in Washington, D.C.

This announcement marked the beginning of an internal campaign aimed at helping inform and educate the Army family before officially releasing *ARMY STRONG* to the public on Nov. 9. This should help build support for the campaign by ensuring greater Army family (active duty, Army Reserve, Army Civilian, National Guard, cadets and retirees) understand the new campaign. I invite each and every member of the USARCENT team to watch the *ARMY STRONG* video [Low res/ High res](#). I believe it precisely captures the true character of the American Soldier – and it is a visual representation of the “ethos” of this campaign.

The USARCENT team is mentally, emotionally and physically strong. Our Soldiers develop their enduring strength through challenging training, teamwork, shared values and personal experience.

More than any advertising campaign can convey, each of you represents and reflects the essence of *ARMY STRONG*. In every interaction in your community, in an airport, in your daily lives, in your work and in Army installations and small villages around the world, you and every other Soldier carry the Army's image and demonstrate the *ARMY STRONG* message.

The USARCENT team's presence here in Atlanta, and throughout our area of responsibility, consistently conveys a positive perspective on U.S. Army professionalism, capability and relevance in a time of war.

Army Strong is about every U.S. Army Soldier – Active Duty, Army Reserve, and National Guard. It is about the men and women who have served, are serving today, and about the next generation including cadets that choose to become *ARMY STRONG*, positively impacting their future and the future of our nation.

You're not just strong...you're Army Strong!

R. STEVEN WHITCOMB
Lieutenant General, USA
Commanding